

ABSTRACT

NEHEMIA YOHANES M. An Analysis Slaughtered Cow Breeding Business Feasibility (A Case Study Of Breeding Group Of “Ndawung Manunggal” in Tegaltirto Village, Berbah District, Sleman Regency). Guided by VANDRIAS DEWANTORO dan ANTIK SUPRIHANTI. This research was aimed : 1. To analyze a slaughtered cow breeding business feasibility run by a breeding group of “Ndawung Manunggal” through a NPV (*Net Present Value*) feasibility concept ; 2. A sensitivity analysis result of a slaughtered cow breeding business towards output and input price changes namely : in (cow) output price change fell 10% and (candidate and feed) price output was fixed, (cow) output price rose 20% and (candidate and feed) input price was fixed that was positively valued, so that a slaughtered cow breeding business was not sensitive towards the price change, so that a slaughtered cow breeding in a breeding group of “Ndawung Manunggal” at first, second and third simulations was feasible to run, while in (candidate and feed) input price rose 20% and (cow) output was fixed that was negatively valued, so that a slaughtered cow breeding business was sensitive towards the price change, therefore a slaughtered cow breeding business in a breeding group of “Ndawung Manunggal” i.e. in the fourth simulation was not feasibly run.

Keywords : Business Feasibility, Slaughtering Cow Breeding, Sensitivity Analysis